

# ANATOMY

## OF OUR BRAND

### NEW ICON

Our new icon is meant to be a literal representation of the field of hand and upper extremity therapy, highlighting the entire limb from hand through shoulder with an anatomical feel.



### BALANCED DESIGN

The use of the "Usual Bold" font demonstrates a modernist inspiration, while maintaining a clean, professional look and sense of tradition.

## American Society of Hand Therapists™

### USE OF MOTION

The new icon shows the figure reaching up, representing both literal motion of the hand and upper extremity and symbolic motion of the organization "reaching higher" in advancing the specialty.

### USE OF WHOLE NAME

We chose to move away from using the ASHT acronym in favor of our whole name to be clear about who we are.



### BLUE

**Blue symbolizes trust, honesty and dependability.**

ASHT has over 40 years' experience and a history of advocating for its members and their patients.



### GREEN

**Green represents growth and vitality.**

ASHT supports the community of hand and upper extremity therapists through education, research and advocacy.